

## **Historic, Archive Document**

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1953



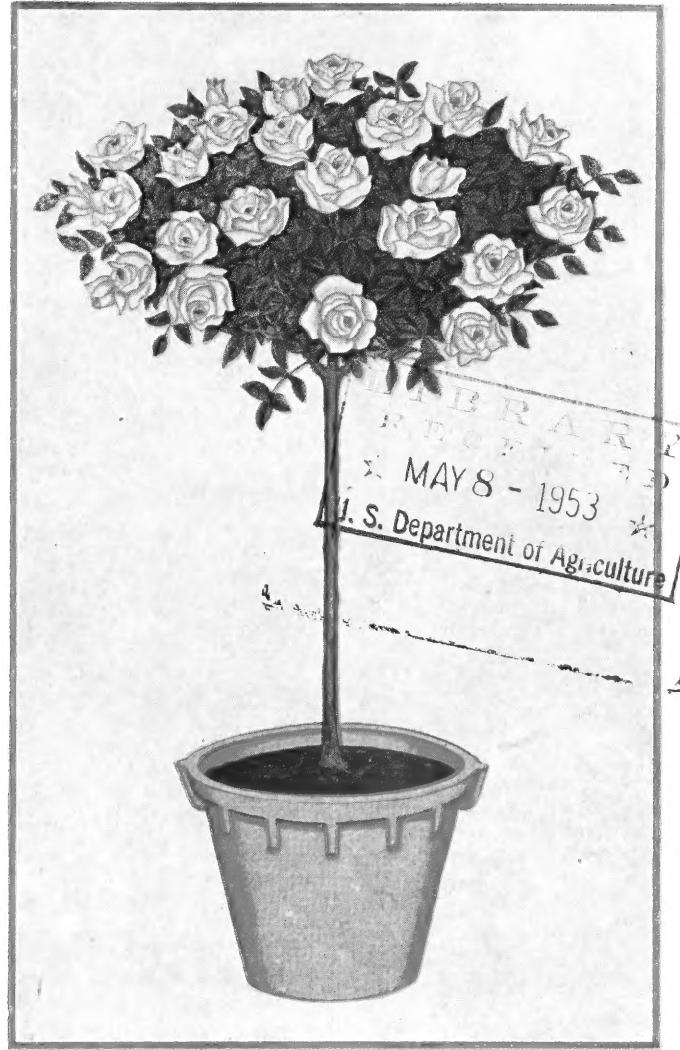
1954

PRICE LIST

AND

CATALOG

Quality



TREE ROSES

from

"Snow-Field"

Growers of Quality Standards

1511 North Puente Ave.

PUENTE, CALIFORNIA

Telephone: Fleetwood 7-3107

# *"Snow-Field"*

Q U A L I T Y

## TREE ROSES

WHOLESALE PRICES

### **Standard Varieties**

	Grade No. 1	Grade No. 1½		Grade No. 1	No. 1 ½
Less than 100 .....	\$1.85	\$1.50	Less than 100 .....	\$2.50	\$2.10
100 to 249 .....	1.75	1.40	100 to 249 .....	2.30	1.90
250 up .....	1.65	1.35	250 up .....	2.15	1.80

### **Patented Varieties**

	Grade No. 1	Grade No. 1½		Grade No. 1	No. 1 ½
Less than 100 .....	\$1.85	\$1.50	Less than 100 .....	\$2.50	\$2.10
100 to 249 .....	1.75	1.40	100 to 249 .....	2.30	1.90
250 up .....	1.65	1.35	250 up .....	2.15	1.80

**Combination Varieties**

Two Color

(Two contrasting varieties growing on one plant.)

\$2.00 each	\$1.80 each
Grade No. 1	Grade No. 1-1 2

## PRICES

**Snow-Field "Quality" Tree Roses** will be available this coming season **at no increase in price.** In these days of spiraling prices, here is an item you can place in your nursery that has experienced an advance of **less than 5%** in the past seven years.

Quantity discounts may be figured for common varieties on the total order (patents and commons combined). But patent regulations require that quantity discounts on patented sorts may be determined by the total patent order only.

All prices quoted F.O.B. Puente, Hillgrove, or San Gabriel, California.

Orders in Los Angeles area delivered without charge.

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All patented varieties listed are grown under license from the patent owner.

# **Red Shades**

PATENTED

## **BRAVO—Pat. 829**

Rich, brilliant cardinal. Color lasting and unfading. Very free bloomer. Petals slightly ruffled. An Armstrong introduction of 1951.

## **CALIFORNIA CENTENNIAL—Pat. 953**

An H. & S. introduction for 1949. Vigorous, upright, dark green leaves, long pointed buds, large petaled flowers of a glowing rich crimson. Does not blue. Exceptional.

## **CHARLOTTE ARMSTRONG—Pat. 455 (AARS)**

Carmine red buds open to magnificent blooms of vivid cerise. Long stemmed vigorous grower. Still ranks tops. One of "top ten." All time AARS winner.

## **CHRYSLER IMPERIAL—P.A.F. (AARS)**

A new red red rose, that will surely head the list of all red roses, Chrysler Imperial Rose. Its vivid iridescent shades of red, deepen in shadow to a warm rich red, yet attain a brilliance, unsurpassed, in light. The buds are long and tapering, unfolding to immense blooms measuring 4 to 5 inches across, and having 40 to 50 petals. They are borne singly, on sturdy, long, cutting stems. The abundant, dark-green, semi-glossy foliage, extends to the base of the plant, which gives Chrysler Imperial the appearance of a unique rose shrub.

## **FANDANGO—Pat. 894**

Of all the roses we grow this one comes into bloom earliest in spring. A big, vigorous, glossy foliaged plant, the color is a rich deep scarlet in bud, which opens to a bright red cerise red flower. The petals have ruffled crisp appearance which adds to its beauty. Mildly fragrant. Similar, but darker than Guillot. An Armstrong introduction.

## **HAPPINESS—Pat. 911**

A brilliant-red rose, with unbelievably firm and heavy petals. There's a coppery sheen to the flaming red, which gives this flower its unusual brilliance. Does not blue.

## **PRESIDENT EISENHOWER**

A much needed better medium red. Its large avoid buds open wide to 4 to 5 inch blooms with 35 to 40 beautifully curved petals. These are a rich unfading, uniform rose-red of lasting brilliance.

## **GRAND DUCHESS CHARLOTTE—Pat. 774 (AARS)**

Rich claret color, changes to rose as it opens. Big, strong, free branching plant, lovely fragrance.

## **HEART'S DESIRE—Pat. 501 (AARS)**

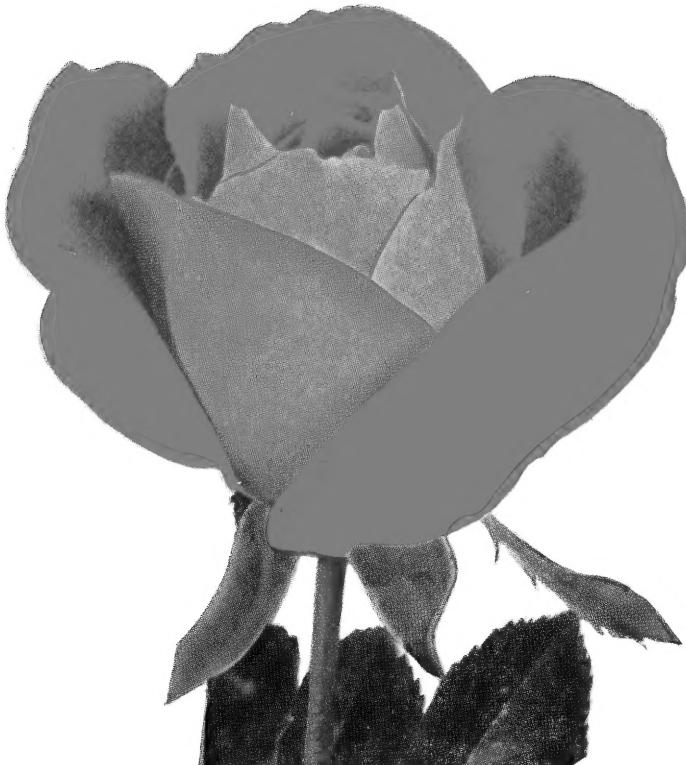
Beautiful red with long unfurling petals; deep red heart and exquisite fragrance. Vigorous grower. A "must have" every year.

## **MIRANDY—Pat. 632 (AARS)**

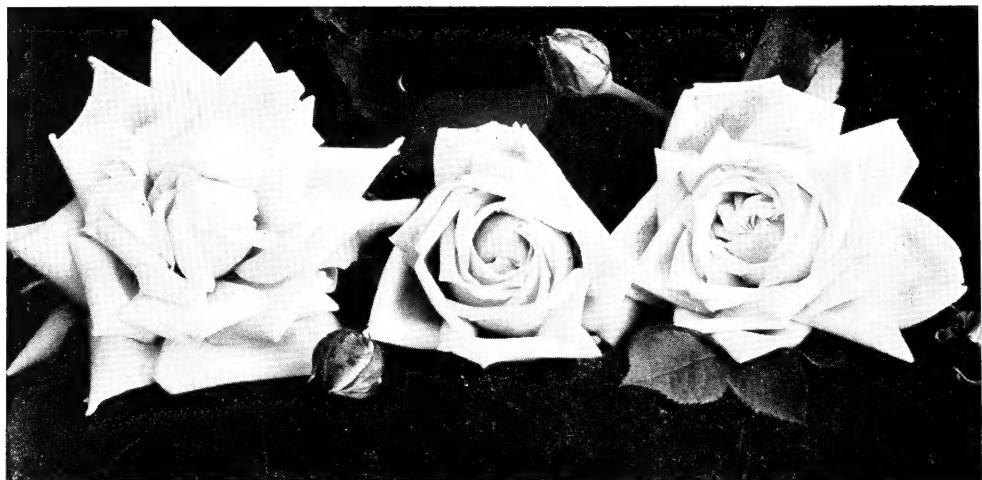
Gorgeous, Armstrong creation, won All-American Award for 1945. Big buds are rich red with black shadings. Most extraordinary feature is marvelously delicious damask fragrance.

## **NEW YORKER—Pat. 823**

Immense, high-centered blooms of velvety scarlet. Delightful fruity fragrance. A very vigorous grower. Jackson & Perkins introduction.



*Forty-Niner Patent 792 (AARS)*



Large flowering tree roses are our specialty

### **NOCTURNE—Pat. 713 (AARS)**

Color is bright cardinal-red with dark shadings. Stems are long, foliage luxuriant, sturdy grower. By Armstrong.

### **SAN FERNANDO—Pat. 785 (AARS)**

A grand new red rose with lasting fragrance. Buds are long and pointed. Vigorous grower, disease resistant, long stemmed. Improved Heart's Desire.

### **TOM BRENEMAN—Pat. 986**

The happiness, laughter and gayety that Tom Breneman brought into the world over the radio is exemplified in the new rose which bears his name. Every bud and flower is full of vigor and color. The plants are rugged, the color is a beautiful coral and the flowers long lasting. Very fragrant. Howard & Smith seedling.

## **Red Shades**

**NON-PATENTED**

### **CHRISTOPHER STONE**

This rose is very popular for its freedom of blooms and its beautiful color, having large heavy foliage.

### **CRIMSON GLORY**

Long-time leader in red rose class. Deep, velvety crimson with shadings. Urn-shaped buds. Very vigorous. Non-patented on the Tree Rose for the second time this year!

### **ETOILE DE HOLLANDE**

Velvety dark crimson, fragrant. The choice in standard reds.

### **HADLEY**

Velvety rich crimson flowers, attractive long stems.

### **McGREDY'S SCARLET**

Excellent formed flowers of variable scarlet, grows vigorously. Blooms freely.

### **NIGHT**

The buds and flowers are well shaped and quite double and fragrant. Darkest of all reds.

### **RED HOOVER**

Popular red, variation of Pres. Hoover.

### **RED RADIANCE**

Vigorous glowing crimson sport of Radiance.

### **RED TALISMAN**

Considered one of the best sports of Talisman now on the market. Long stems and pointed brilliant red buds. Vigorous grower and very fragrant.

### **SOUTHPORT**

Always full of perfumed flowers. Perfect buds opening into a lovely loose flower.

# Pink Shades

PATENTED

## CAPISTRANO—Pat. 922

AARS for 1950. Rich, deep, glowing rose-pink in the bud and open flower. Leathery foliage.

## FIRST LOVE—Pat. 921

Each long, slender, urn-like bud is borne on a single stem. Light rose-pink in color, shading to dawn-pink. Vigorous and free branching.

## HELEN TRAUBEL—Pat. 1028 (AARS)

All-America for 1952. Delicate apricot-pink. This Armstrong introduction is a replica in form to the "Queen of Them All," Charlotte Armstrong. Beautiful, huge tapering buds opening to massive blooms. Very vigorous.

## HENRY FORD—PAF

A new clear peach pink rose with no shading. Developed by Fred Howard from a cross between The Doctor and Pink Dawn. Long spiral buds, intense fragrance and free flowering insure this rose a place of prominence among the pink roses.

## KATHERINE T. MARSHALL—Pat. 607 (AARS)

Large golden glowing pink. Long cut-flower stems. Heads erect. Very vigorous.

## MISSION BELLS—Pat. 923

Deep salmon pink. Coppery green foliage. Spreading habit of growth. Excellent for tree rose.

## SANTA ANITA—Pat. 539

Flowers and buds are beautifully shaped on smooth long stems. Color is glowing rose-pink. Bright green foliage.

## SHOW GIRL—Pat. 646

Strong growing upright bush, beautiful long buds are deep rose-pink. Long lasting cut flower.

# Pink Shades

NON-PATENTED

## COUNTESS VANDAL

Prolific, long-stemmed, and fragrant. A good bouquet rose. Colors range from coppery bronze to a pale carmine pink.

## J. OTTO THILOW

Perfect buds and flowers, rich rose pink. Very vigorous.

## LOS ANGELES

Extremely vigorous trees, have silvery coral pink flowers.

## PICTURE

A rose that is a picture, every bud perfectly formed and with a cheerful glowing shade of light rose pink. Very popular.

## PINK DAWN

Perfectly formed deep rose-pink, toned orange. Heavy growth, long stems.

## PINK RADIANCE

Varied hues of silvery pink, bushy foliage.



Charlotte Armstrong  
Pat. 455

(Described Page 3)

## **ROSE MARIE**

Double, cupped rose-pink blooms.

## **THE DOCTOR**

Silvery pink. Buds are long and pointed. Intense fragrance. Received Gold Medal at National Rose Society Show at London. A Howard & Smith introduction.

## **Clear Yellow**

**PATENTED**

### **BUCCANEER—P.A.F.**

Brilliant new yellow. Great quantities of medium sized blooms. Holds color well and is long-stemmed for fine cut-flowers. Big and vigorous — its outstanding qualities. Armstrong Nurseries.

### **FRED HOWARD—Pat. 1006 (AARS)**

All-America for 1952. A ruggedly vigorous new yellow. The petals' edges assuming rosy mauve overtones in the late summer and fall. One of the finest cut flowers—stems 20-24 inches long. Flowers and buds erect. Howard & Smith introduction.

### **GOLDEN SCEPTER—Pat. 910**

An unfading bright golden-yellow. This tall, vigorous early bloomer produces dozens of slender buds that open into large, high-centered flowers. Jackson & Perkins introduction.

### **LOWELL THOMAS—Pat. 595 (AARS)**

Buds on long stems are of a deep golden yellow. Large, robust plant. Does well in cool or hot weather. Won All-American Award.

### **MME. CHIANG KAI-SHEK—Pat. 664 (AARS)**

Long spiral buds open to light clear canary yellow flowers of perfect proportions. Vigorous grower, long stemmed. Tops for form.

### **PEACE—Pat. 591 (AARS)**

Winner of All-American Award. Unique in color, rich yellow buds opening to soft yellow, each petal edged in cerise pink. Flowers are huge, long lasting when cut. Plants are vigorous with shiny green foliage.

### **REMEMBRANCE—Pat. 1145**

A lovely rose, essential to all gardens because of its unique growing habits. The buds of canary-yellow with a soft dawn pink just barely touching the tips, open to large 50 petalled flowers of the most delicate coloring. A strong, sturdy plant, well foliated.

### **SUTTER'S GOLD—Pat. 885 (AARS)**

AARS and Bagatelle awards. Long-pointed yellow bud. Richly shaded with orange and red. Large glossy leaves. Tea fragrance.

## **Clear Yellow**

**NON-PATENTED**

### **GOLDEN CHARM**

A yellow sport of Talisman. Long stems and pointed buds.

### **GOLDEN DAWN**

Yellow buds, stained crimson, opening to fragrant, well-formed Marechal Niel-yellow flowers. A superb bedding rose, remarkable for its handsome, disease-resisting foliage and steady, prolific blooming qualities.

### **GOLDEN RAPTURE**

Fully double blooms, vigorous grower. Strong stems.

### **McGREDY'S YELLOW**

Bright, buttercup-yellow, perfect form.

### **MRS. E. P. THOM**

Profuse, strong, bushy plants, double pure yellow blooms.

### **MRS. PIERRE DU PONT**

A free flowering kind, double rich yellow.

### **SISTER THERESE**

Long stems, long attractive buds of rich yellow.

### **VILLE DE PARIS**

Well shaped blooms of sunflower yellow. Very lasting.

## **White**

**PATENTED**

### **SLEIGH BELLS—Pat. 1004**

New white, always opens, very profuse. Plenty of dark green, leathery foliage. Best new rose in its color today.

## **White**

**NON-PATENTED**

### **FRAU KARL DRUSCHKI**

Has been well called "The Snow Queen"—the standard of perfection for all white roses.

### **KAISEPIN A. VICTORIA**

Ivory white, high centered, double.

### **McGREDY'S IVORY**

Long pointed ivory buds opening to a beautiful creamy white rose. Very long stems.

### **SNOW BIRD**

Free flowering, sweetly fragrant, vigorous. Will always open fully—double—excellent in tree form.

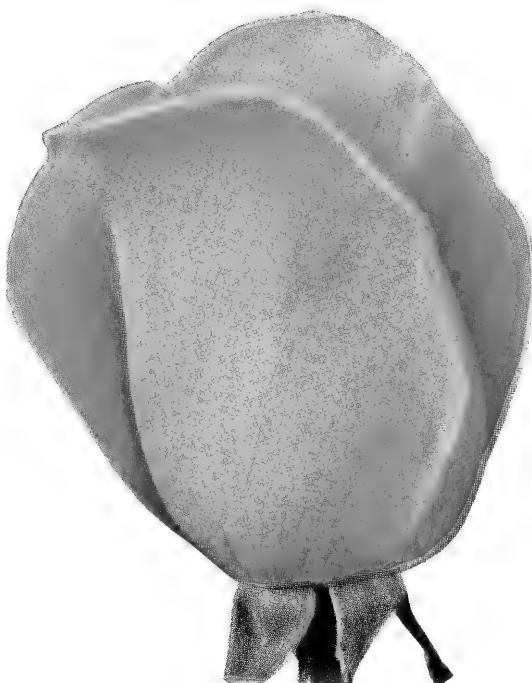




Henry Ford

P.A.F.

(Described Page 6)



Remembrance

Pat. No. 1145

(Described Page 8)



**Chrysler Imperial**  
**P.A.F.**  
*(Described Page 3)*





Try the tree rose for height in the center or in back of  
mass plantings of bush roses

## Novelty Combinations on Tree Rose Plants

SOUTHPORT.....	Red	} ....#1 - \$2.00	#1½ -	\$1.80
KAI SERIN VICTORIA....	White			
TALISMAN.....	Multi-color	} ....#1 - \$2.00	#1½ -	\$1.80
RED TALISMAN.....	Red			
DUCHESS OF ATHOLL.....	Coppery-Orange	} ....#1 - \$2.00	#1½ -	\$1.80
MRS. E. P. THOM.....	Yellow			
J. OTTO THILOW.....	Pink	} ....#1 - \$2.00	#1½ -	\$1.80
GOLDEN RAPTURE.....	Yellow			

We are glad to recommend the Montebello Rose Company,  
Montebello, California, as a reliable source for bush and climbers.  
Combination orders will be gladly received.

## **Multi-Color**

(Consisting of Apricot, Copper and Orange)

**PATENTED**

**MME. HENRI GUILLOT—Pat. 337**

Brilliant, satiny, raspberry-pink buds unfold into gorgeous flower. Has spicy fragrance. Luxuriant glossy foliage. Vigorous grower. Excellent.

**TAFFETA—Pat. 716 (AARS)**

Beautiful rose-pink, long stemmed buds. Hardy upright plant.

## **Multi-Color**

**NON-PATENTED**

**AUTUMN**

Orange and yellow hues dashed with red.

**DUCHESS OF ATHOL**

Orange to bronze hues, vigorous growth.

**HEINRICH GAEDE**

One of the finest. A copper orange with bright glossy foliage and good stems.

**PRESIDENT HOOVER**

Blend of flaming scarlet, pink, yellow, orange.

**TALISMAN**

A favorite variety of rich yellow and rose-red.

## **Two-Tone**

(Contrasting Colors)

**PATENTED**

**FORTY-NINER—Pat. 792 (AARS)**

The Forty-Niner is probably the most brilliantly colored rose ever introduced. The outside of the petals is rich chrome yellow. The inside or face of the petals is a vivid red, changing to cherry red with age. The buds are long pointed and delightfully formed. Stems are long, straight and sturdy, with few thorns. It is also resistant to disease. 1949 All-American (By Armstrong Nurseries.)

**TALLY-HO—Pat. 828 (AARS)**

All-American winner for 1949. An excellent rose in a combination of two tones of rose and red. Is a robust grower, free-flowering, and delightfully fragrant. (By Armstrong Nurseries.)

## **Two-Tone**

**NON-PATENTED**

**CONDESA DE SASTAGO**

(Vermilion and Yellow.) A good grower, rich colors, fragrant, free bloomer. bloomer.



First Love  
Pat. No. 921  
*(Described Page 6)*



## **Choice Floribundas on the Tree Rose**

(Full Standards)

### **CARROUSEL—Pat. 1066**

The marvelous new floribunda of hybrid tea qualities. Four inch blooms of Indian Lake red. Finally, a deep red that is mildew resistant!

### **CRIMSON ROSETTE—Pat. 967**

Many clusters of crimson hybrid polyantha type flowers. Strong grower, makes large, well-shaped head as tree rose. Mildew-free foliage.

### **FASHION—Pat. 789 (AARS)**

A truly remarkable floribunda. Outstanding for its unusual coral-peach color. A profuse bloomer.

### **FLORADORA (Cinnabar Red)**

Gayest floribunda of them all. Very satisfactory, keeps well cut. Excellent tree.

### **MA PERKINS—Pat. 1143**

Newest 1953 winner, introduced by Jackson & Perkins. A strong, compact plant covered with cup-shaped flowers of clear shell-pink. This Floribunda is distinctly different.

### **PINK ROSETTE—Pat. 970**

Brilliant, dark glowing pink. Otherwise identical to Crimson Rosette. We recommend the pink and crimson varieties as tree roses.

**PINOCCHIO—Pat. 484**

Extremely free flowering and prolific. The long-lasting cup-shaped flowers are a soft clear pink suffused with salmon. A vigorous, bushy grower.

**RED PINOCCHIO—Pat. 812**

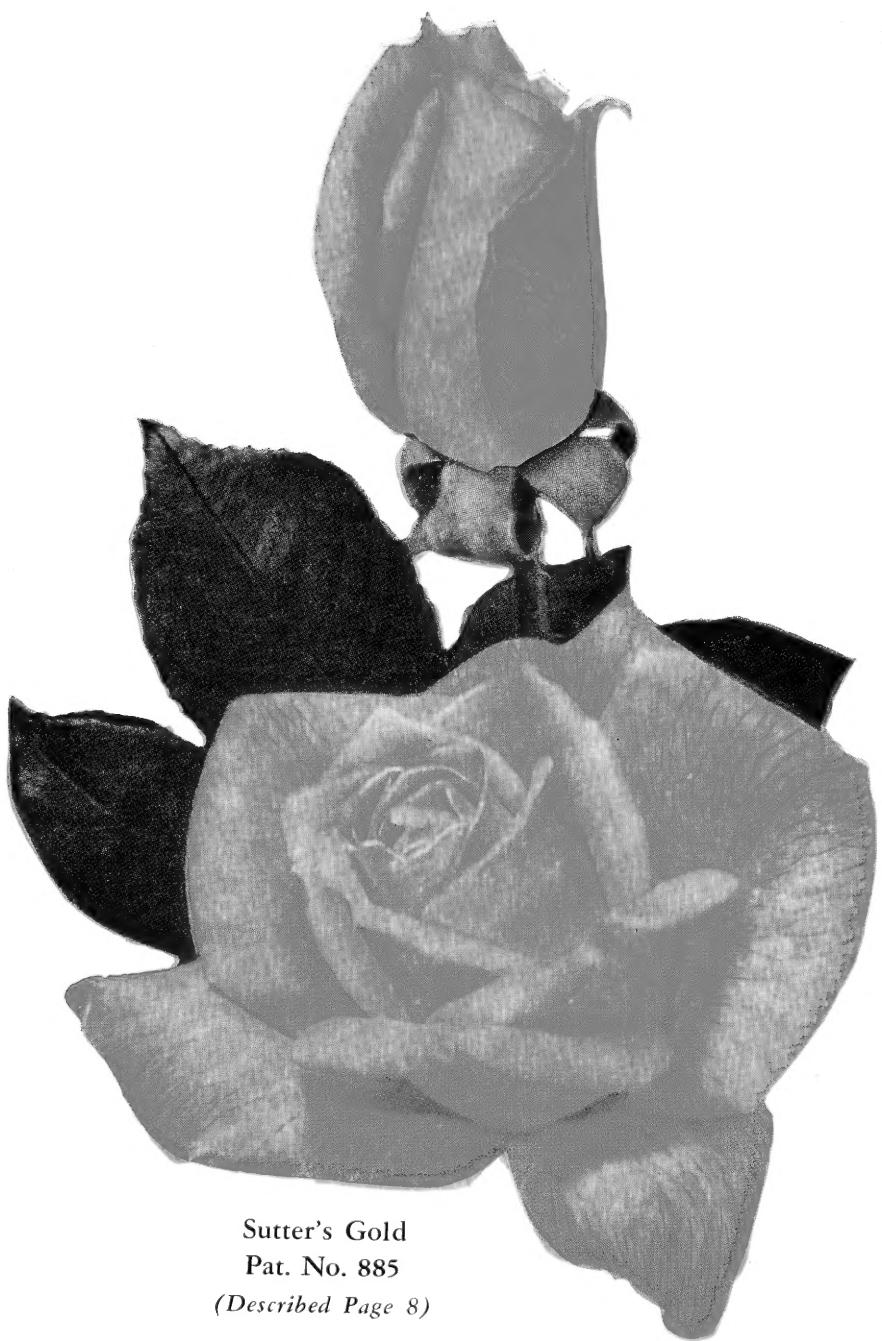
Rich, velvety carmine deepening to scarlet. Mass-flowering of cup-shaped bloom. Inherits best qualities of Pinocchio and Donald Prior.

**VOGUE—Pat. 926 (AARS)**

Sensational new floribunda—sister of Fashion. Very large clusters of bloom of an intense, brilliant cherry-coral. A Jackson & Perkins AARS winner for 1952.



Tree roses are noted for their large flowers  
and long stems



Sutter's Gold  
Pat. No. 885  
*(Described Page 8)*

## **TERMS AND CONDITIONS OF SALE**

DISCOUNT allowed for all orders C.O.D. with substantial discount to customers picking up their orders at our nursery CASH and CARRY. IF you are a NEW CUSTOMER or have not ordered from us since before 1951-1952 season, please include credit references.

PACKING material on all Express and Freight shipments charged at cost.

SHIPPING will be via motor freight wherever practicable as the costs on these carriers are negligible and the service satisfactory. All shipments travel at cost and risk of purchaser.

ORDERS to be shipped require a 20% deposit when confirmed, balance on delivery, unless credit has been previously arranged or approved, in which case terms are 30 days net or 60 days by advance arrangement.

DELIVERY commences December 20, January and February.

CLAIMS for adjustment on stock must be made within 10 days from time stock is received, and we will make every effort to satisfy the customer.

PLANTS will be individually labeled to offset any possibility of varieties being misnamed.

VARIETIES are tied five (5) to the bundle. Please order in multiples of five.

PRICES subject to change or revision upward. All customers will receive the benefit of any reduction in prices. Prices F.O.B. Puente, San Gabriel, or Hillgrove, California.

**Please fill in order forms including state sales tax number, date of delivery, and terms desired. We are sold out of many popular varieties by September 1. To avoid disappointment, we should have your order by this date. If ordering late please state if we may substitute like color and equal grade.**

### **W A R R A N T Y**

All agreements are subject to crop yield. Snow-Field Tree Roses give no warranty, express or implied, as to the variety or productivity of any stock it sells. Liability in all instances is limited to the purchase price. No liability is assumed by the seller for delay or failure to deliver caused by wars, strikes, fires, floods, droughts, embargoes or any other contingencies beyond seller's control.

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*“Snow-Field”*

### **The Hallmark in TREE ROSES**

**Snow-Field** “Quality” TREE ROSES are stocked by most well known nurseries. Growing roses extensively for well past a quarter of a century, and for many years being the largest growers specializing in TREE ROSES exclusively, we are, in this, our thirty-fourth year, supplying the nurseries with the most complete list of varieties as well as the best selection of quality stock obtainable.

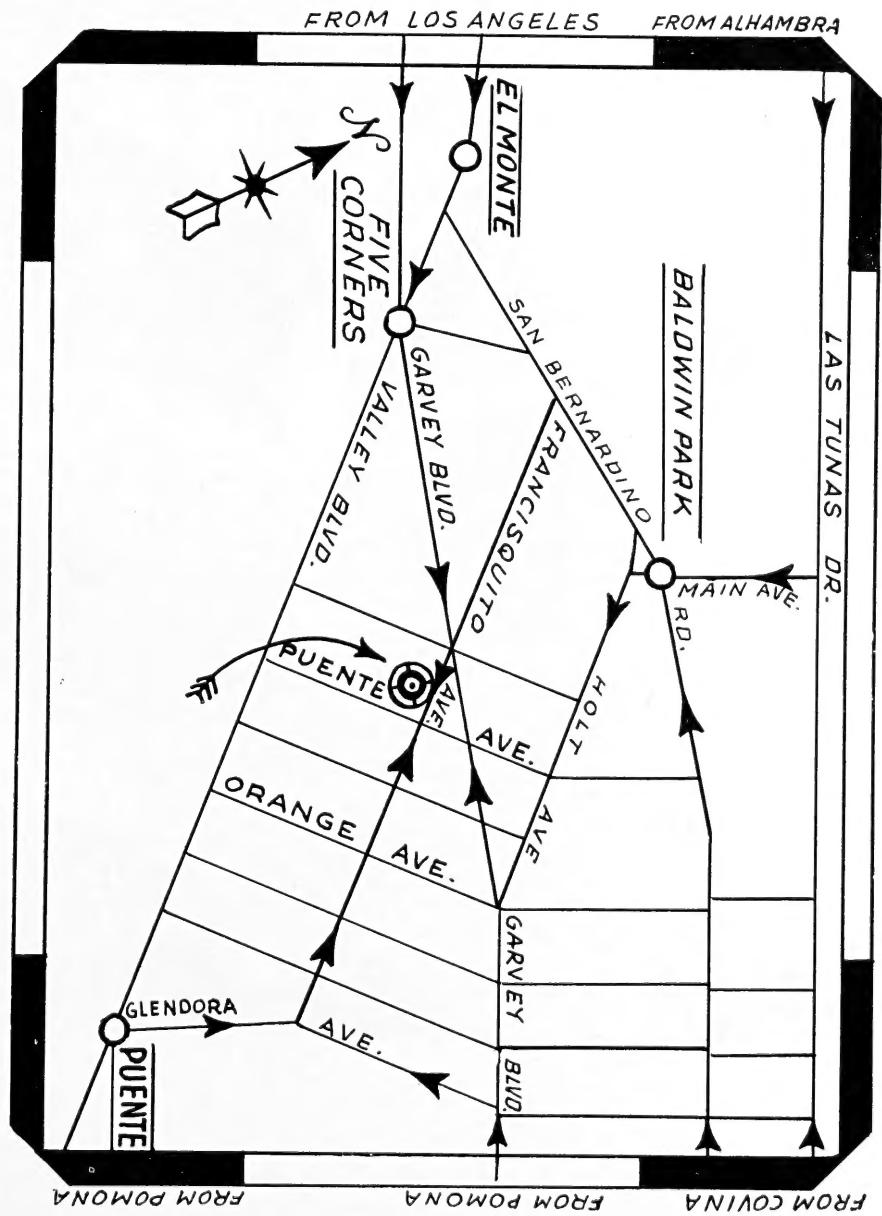
Our observation has proved to us that rose stocks quoted at low prices (cut-rate), are in reality lower grade plants, and these plants can be

counted on to produce low grade results, more often than not leading to disappointment to the flower gardener. Good TREE ROSES can not be produced by "week-end" and "back yard" cultural methods. So, when the customer pays a little more for first quality, with its resulting heavy heads, large sturdy stems, and vigorous root systems, he is well reimbursed for the small extra cost. **Snow-Field** TREE ROSES are produced with this in view; grown with the care that a program of fertilizing, periodic spraying, and careful plant culture impart to the finished product.

### TO GUIDE YOU TO SNOW-FIELD TREE ROSES

1511 N. PUENTE AVE.

PUENTE, CALIFORNIA





Helen Traubel

Pat. 1028

(Described Page 7)

